## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16.    (Canceled).

17.      (Currently Amended)  A machine-implemented method, comprising:

        storing, remote to a client, <u>a first search term received from a user and used in a first</u>
               <u>search</u> ~~user-specific data that reflects one or more user interests of a user, wherein~~
               ~~said user-specific data is collected by a search website that provides searching~~
               ~~functionality related to a search initiated by a user~~;

        <u>performing a sponsored search to retrieve sponsored content, based on a second search</u>
               <u>term associated with the first search term used in the first search;</u>

        selecting a set of sponsored content to integrate into information generated for display to
               said user by a non-search application;

        ~~wherein the set of sponsored content is selected based, at least in part, on said user~~
               ~~specific data; and~~

        integrating said set of sponsored content within said information;

        <u>displaying the information with said set of sponsored content by the non-search</u>
               <u>application.</u>

        ~~wherein said non-search application is one from a group consisting of: an email client~~
               ~~application, an instant messaging application, and a website other than said search~~
               ~~website.~~

18.      (Currently Amended)  The method of Claim 17, wherein said <u>non-search application is</u>
<u>one from a group consisting of: an email application, an instant messaging application, and a</u>
<u>website application</u> ~~user-specific data includes a word or phrase submitted in a search query, by~~
~~the user, using said search website~~.

19.      (Previously Presented)  The method of Claim 17, wherein said set of sponsored content
has a higher priority than other content within said information.

20.      (Previously Presented)  The method of Claim 17, wherein said step of integrating said set
of sponsored content within said information comprises:

    displaying said set of sponsored content within said information using a characteristic of

        pre-existing content of said information, wherein said characteristic includes one

        from a group consisting of the following: a design of said pre-existing content, a

        motif of said pre-existing content, an organization of said pre-existing content,

        and a layout of said pre-existing content.

21.  (Currently Amended) The method of Claim 17, wherein said search application is an email application and said step of integrating said set of sponsored content within said information comprises:

    displaying, at least a portion of, said set of sponsored content when displaying one or

        more email messages in [[said]] an email client.

22.  (Currently Amended) The method of Claim 21, wherein the display of said one or more email messages comprising the display of said set of sponsored content is visually separated from other email messages in [[said]] an email application.

23.  (Currently Amended) The method of Claim 17, wherein said step of integrating said set of sponsored content within said information comprises:

    displaying at least a portion of said set of sponsored content on a website other than

        [[said]] a search engine website.

24.  (Previously Presented) The method of Claim 23, wherein the portion of said set of sponsored content integrated within said information is displayed using the same design, motif, organization, or layout as other text on said website.

25.  (Previously Presented) The method of Claim 23, wherein the portion of said set of sponsored content integrated within said information is a banner advertisement.

26.  (Currently Amended) A machine-readable storage medium carrying instructions, which when executed by one or more processors, causes a machine to perform the steps of:

    storing, remote to a client, a first search term received from a user and used in a first

        search ~~user specific data that reflects one or more user interests of a user, wherein~~

        ~~said user specific data is collected by a search website that provides searching~~

        ~~functionality related to a search initiated by a user;~~

performing a sponsored search to retrieve sponsored content, based on a second search

term associated with the first search term used in the first search;

selecting a set of sponsored content to integrate into information generated for display to

said user by a non-search application;

~~wherein the set of sponsored content is selected based, at least in part, on said user~~

~~specific data; and~~

integrating said set of sponsored content within said information;

displaying the information with said set of sponsored content by the non-search

application.

~~wherein said non-search application is one from a group consisting of: an email client application, an~~

~~instant messaging application, and a website other than said search website.~~

27.     (Currently Amended)  The machine-readable storage medium of Claim 26, wherein said

non-search application is one from a group consisting of: an email application, an instant

messaging application, and a website application ~~user specific data includes a word or phrase~~

~~submitted in a search query, by the user, using said search website~~.

28.     (Previously Presented)  The machine-readable storage medium of Claim 26, wherein said

set of sponsored content has a higher priority than other content within said information.

29.     (Previously Presented)  The machine-readable storage medium of Claim 26, wherein said

step of integrating said set of sponsored content within said information comprises:

displaying said set of sponsored content on said display using a characteristic of pre-

existing content within said information, wherein said characteristic includes one from a

group consisting of the following: a design of said pre-existing content, a motif of said

pre-existing content, an organization of said pre-existing content, and a layout of said pre-

existing content.

30.     (Currently Amended)  The machine-readable storage medium of Claim 26, wherein said

step of integrating said set of sponsored content within said information comprises:

displaying at least a portion of said set of sponsored content when displaying one or more

email messages in [[said]] an email application.

31.     (Currently Amended)  The machine-readable storage medium of Claim 30, wherein the display of said one or more email messages comprising the display of said set of sponsored content is visually separated from the display of other email messages in [[said]] an email application.

32.     (Currently Amended) The machine-readable storage medium of Claim 26, wherein said step of integrating said set of sponsored content within said information comprises:

        displaying, at least a portion of, said set of sponsored content on a website other than [[said]] a search engine website.

33.     (Previously Presented) The machine-readable storage medium of Claim 32, wherein the portion of set of sponsored content integrated within said information is displayed using the same design, motif, organization, or layout as other text on said website.

34.     (Previously Presented)  The machine-readable storage medium of Claim 32, wherein the portion of said set of sponsored content integrated within said information is a banner advertisement.

35.     (Currently Amended)  The method of Claim 17, wherein said step of integrating said set of sponsored content within said information comprises:

        displaying, at least a portion of, said set of sponsored content when displaying one or more email instant messages in [[said]] an instant messaging application.

36.     (Currently Amended)  The method machine-readable storage medium of Claim 26, wherein said step of integrating said set of sponsored content within said information comprises:

        displaying, at least a portion of, said set of sponsored content when displaying one or more email instant messages in [[said]] an instant messaging application.

37.     (Previously Presented)  The method of Claim 17, wherein said non-search application is an instant messaging application.

38.     (Previously Presented)  The method machine-readable storage medium of Claim 26, wherein said non-search application is an instant messaging application.

39.     (New) The method of Claim 17, wherein the first search term is identical to the second search term.

40.     (New) The machine-readable storage medium of Claim 26, wherein the first search term

is identical to the second search term.